

File copy
7/27/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

| january | february | march | april | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 18 | 19 | 20 | 21 | 22 | 23 | 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 18 | 19 | 20 | 21 | 22 | 23 | 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| may | june | july | august | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 24 ³¹ | 25 | 26 | 27 | 28 | 29 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 1 | 2 | 3 | 4 | 5 | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 28 | 29 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1 | 2 | 3 | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 26 | 27 | 28 | 29 | 30 | 31 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | 3 | 4 | 5 | 6 | 7 | ¹ / ₈ | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 30 | 31 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| september | october | november | december | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td></tr></table> | S | M | T | W | T | F | S | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table> | S | M | T | W | T | F | S | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td></td><td></td><td></td><td></td><td></td></tr></table> | S | M | T | W | T | F | S | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | | | | | | <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table> | S | M | T | W | T | F | S | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | 1 | 2 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| january | february | march | april | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td></td></tr><tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr><tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr><tr><td>24³¹</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr></table> | S | M | T | W | T | F | S | | | | | 1 | 2 | | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 ³¹ | 25 | 26 | 27 | 28 | 29 | 30 | <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr><tr><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td></tr><tr><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td></tr><tr><td>28</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> | S | M | T | W | T | F | S | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | | | | | | | <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table> | S | M | T | W | T | F | S | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td></td></tr></table> | S | M | T | W | T | F | S | | | | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 3 | 4 | 5 | 6 | 7 | 8 | 9 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 24 ³¹ | 25 | 26 | 27 | 28 | 29 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| S | M | T | W | T | F | S | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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WEEK BEGINNING MONDAY, JULY 27, 1953

BACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS & SHOWINGS

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| Monday July 27 | LORD & TAYLOR Opening of college shop. Publicity: Gloria Carr, WI. 7-3300. | 5TH FLOOR |
| Tuesday July 28 9:30 A.M. | McCREERY'S McCreery's press showing of college fashions. By invitation only. Publicity: Georgine Thomson, WI. 7-7000, Ext. 228. | 4TH FLOOR |
| Monday August 3 2:30 P.M. | ARNOLD CONSTABLE Showing of college fashions by Arnold Constable. <u>Suburban store showings:</u> New Rochelle, Aug. 4 at 2:30 P.M.; Hempstead, Aug. 5 at 2:30 P.M.; Hackensack, N.J., Aug. 12 at 2:30 P.M.; Manhasset, Aug. 13 at 2:30 P.M. Publicity: Gloria Geis, MU. 5-2300. | 3RD FLOOR |
| Monday August 3 | ABRAHAM & STRAUS Informal showings during August throughout the store. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200. | |
| Monday August 3 | GIMBEL BROS. College shop opens. Publicity: Alan Koehler, LO. 5-1500, Ext. 600. | 3RD FLOOR |
| Monday August 3 | MACY'S Opening of College shop. Publicity: Helen Law, CH. 4-2000, Ext. 2431. | 3RD FL., B'WAY BLDG. |
| Monday August 3 | NAMM-LOESER'S College shop opens. Publicity: Muriel Lipchik, TR. 5-5700. | 2ND FLOOR |
| Monday August 3 | FRANKLIN SIMON College shop opens. Publicity: Lenore Benson, WI. 7-9600. | 3RD FLOOR |
| Tuesday August 4 2:30 P.M. | RUSSEKS FIFTH AVENUE Russeks will present a collection of college fashions. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900. | 7TH FLOOR |
| Tuesday August 4 | BLOOMINGDALE'S College shop opens. Publicity: Margaret de Mille, EL. 5-5900. | 3RD FLOOR |
| Thursday August 6 9:30 A.M. | PECK & PECK Press showing of Peck & Peck's College fashions at breakfast. By invitation only. Publicity: Mrs. D.J. Todd, OR. 3-4700. | 6TH FLOOR |
| Thursday August 6 11:15 A.M. | OHRBACH'S Ohrbach's will present a preview of their college fashions to the press. By invitation only. Publicity: Mark Klauser, SP. 7-9000. | 3RD FLOOR |

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL AND COLLEGE SHOP OPENINGS AND SHOWINGS (Continued)

✓ Monday MARTIN'S (BROOKLYN) 6TH FLOOR
 August 10 Press preview of college fashions at Martin's. By invitation. Public
 10:00 A.M. showing, Wed., August 12 at 2:30 P.M. on 5th floor. Publicity: Rita
 Dobbins, TR. 5-3100.

Monday L. BAMBERGER & CO. (NEWARK) 3RD FLOOR
 August 10 Opening of College Shop. Publicity: John Von Arnold, Market 2-1212.

✓ Tuesday BEST & CO. 13TH FL.-CONF. ROOM
 August 11 Breakfast preview for the press of off-to-school fashions. By invitation
 9:45 A.M. only. Publicity: Gay Stearns, PL. 9-2000.

✓ Monday B. ALTMAN & CO. 3RD FLOOR
 August 17 Informal showings every half hour from 11:30 A.M. through 2:00 P.M. in
 11:30 A.M. College Shop, 3rd floor. Publ.: Eleanor Horton, MU. 9-7000, Ext. 412.

Tuesday MARTIN'S (BROOKLYN) 6TH FLOOR
 August 18 Martin's will present back-to-school fashions to the press. By invita-
 10:00 A.M. tion. Public showing Thurs., Aug. 20 at 2:30 P.M. on 4th floor.
 Publicity: Rita Dobbins, TR. 5-3100.

✓ Wednesday KRESGE-NEWARK 3RD FLOOR
 August 19 "Fashion Reports to College"--College Board will model fashions at
 2:30 P.M. Kresge-Newark. Press invited. Open to public. (College shop opens
 Monday, Aug. 3). Publicity: Constance Bray, Mitchell 2-8000.

Monday ALEXANDER'S DEPT. STORES 860 5TH FL. APT. 11-L
 August 24 Breakfast preview for the press of campus and career fashions. By in-
 10:30 A.M. itation. Fashion Director: Lita Hassard, CY. 8-2000, Ext. 92 or 41.

FALL AND WINTER PARIS COUTURE OPENINGS--PARIS, FRANCECHAMBRE SYNDICALE DE LA COUTURE PARISIENNE

Mon.. July 27: Pierre Cardin, Jean Desses, Jacques Fath, Jean Patou, Revillon
 Freres (6:30 P.M.), Bernard Sagardoy.

Tues.. July 28: Pierre Balmain, Vera Borea, Serge Kogan, Jeanne Lafaurie, Alex
 Maguy, Manguin, Nina Ricci.

Wed.. July 29: Bruyère, Madeleine De Rauch, Christian Dior, Jacques Heim, Hermès,
 Paquin, Claude Rivière, Jacques Wolber, Worth.

Thurs.. July 30: Balenciaga, Marc Bohan, Mad Carpentier, Carven, Lanvin, Renee Lise,
 Schiaparelli.

Fri.. July 31: Grès, Jacques Griffe, Germaine Lecomte, Henry a la Pensée, Raphael,
 Maggy Rouff, Madeleine Vramant.

Sat.. Aug. 1: Hubert de Givenchy, Charles Montaigne.

Mon.. Aug. 3: Ardanse, Carmine, Pierre Clarence, Jean Dargence, Jeanne Fardeau.

Tues.. Aug. 4: Calixte, Callot Soeurs, Agnes Drecoll, Irmone, Michelle Lambert,
 Amy Linker, Martial et Armand.

Wed.. Aug. 5: Valentine Bourgade, Georgette Renal.

Fri.. Aug. 7: Chauvel, Hélène Hubert, Christine Misset.

Mon.. Aug. 10: Edmond Courtot.

Mon.. Aug. 24: Raymonde Coste.

Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday July 27 | SCHEDULE OF LONDON COUTURE PREVIEWS July 27: Hardy Amies, Digby Morton, Peter Russell, Victor Stiebel. July 28: John Cavanagh, Charles Creed, Mattli, Worth. July 29: Hardy Amies, Norman Hartnell, Michael Sherard. Contact: Lilian Hyder, 36 Bruton Place, London, W-1, England. | INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS | 36 BRUTON PLACE LONDON W-1, ENGLAND |
| Beginning Monday July 27- August 7 | SCHOLARSHIP-WINNING CAMPUS WARDROBES Sketches of prize designs, created by 18 college students in Traphagen's 30th Anniversary Contest, reflecting campus fashion trends from coast to coast. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| Tuesday July 28 9:00 A.M. Buffet Breakfast | BREAKFAST PREVIEW OF FABRICS FOR 1954 Simtex Mills will preview their "Tropicana" Resort and Summer '54 lines of Designer Denims and Costume Cottons for executives of buying offices, N.Y. representatives, home furnishing and fashion press. By invitation only. Contact: Leonie McLaughlin, BA. 7-6053. | SIMTEX MILLS (40 WORTH STREET) | TAVERN-ON-THE-GREEN 66TH ST. & C.P.W. |
| July 28 | McCREERY'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1). | | |
| Beginning Sunday August 2- August 6 | NATIONAL LUGGAGE & LEATHER GOODS SHOW Luggage & Leather Goods Manufacturers of America will present luggage, trunks, brief cases and personal leather goods. Contact: Jack Citronbaum, 220 Fifth Ave., LE. 2-3960. | LUGGAGE & LEATHER GOODS MANUFACTURERS | HOTEL NEW YORKER |
| August 3 | ARNOLD CONSTABLE FASHION SHOW AT 2:30 P.M. (See Page 1). | | |
| Tuesday August 4 10:30 A.M. | PRESS PREVIEW: FALL & WINTER BRIDAL FASHIONS Jay Thorpe will present a press preview of exclusive bridal fashions for Fall and Winter, designed by Josephine Oro. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000. | JAY THORPE | 5TH FLOOR BRIDAL SALON |
| August 4 | RUSSEKS COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 1). | | |
| Wednesday August 5 9:30 A.M. Breakfast | NELLY DON FALL PREVIEW FOR PRESS Nelly Don and McCreery's will present a preview of Fall fashions. Show at 10:00 A.M. By invitation. Publ.: Hilda FitzGerald, LO. 5-4762. | NELLY DON & McCREERY'S | HOTEL PIERRE BALLROOM FOYER |
| Wednesday August 5 4:00 P.M. Cocktails | LOUNGING FASHIONS IN LANELLA FABRICS Contest among the New York fashion press to design a new type of garment for TV lounging. By invitation only. Contact: Robbi at Lanella, MU.4-5538. | LANELLA CORP. (185 MADISON AVE.) | HOTEL VANDERBILT SOUTH COURT ROOM |
| Beginning Wednesday August 5- August 6- August 7 | OPENING OF SPANISH COUTURE COLLECTIONS Couturier collections by Bastida, Eulalia, Flotante, Pertegas, Rodriguez. Contact: Lucien Goetsch; Goetsch y Cia, Serrano 14, Madrid; or Rosemary Sheehan, 630 5th Ave., CI. 7-8060. | COOPERATIVE DE ALTA COSTURA | BARCELONA, SPAIN |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday August 5- Sept. 20 | FURNITURE EXHIBIT BY THONET INDUSTRIES Exhibition of furniture manufactured by Thonet Industries, Inc. including examples of original bentwood chairs made in the 1830's and the tubular steel chairs designed by Mies van der Rohe, Breuer and Le Corbusier and manufactured by this company in the 1930's. Exhibition designed by Enrico Peressutti, Italian architect, and presented on 100th anniversary of the N.Y. branch of Thonet Industries, Inc. Publicity: Betty Chamberlain, CI. 5-8900. | THE MUSEUM OF MODERN ART | 3RD FLOOR 11 WEST 53RD STREET |
| August 6 | PECK & PECK'S COLLEGE FASHION SHOW AT 9:30 A.M. (See Page 1). | | |
| August 6 | OHRBACH'S COLLEGE FASHION SHOW AT 11:15 A.M. (See Page 1). | | |
| Beginning Sunday August 9- August 13 | FORTY-EIGHTH ANNUAL JEWELERS CONVENTION Over 10 million dollars worth of jewelry, watches, silverwear, and other lines of merchandise, sold by retail jewelry stores, will be displayed at the American National Retail Jewelers Association's 48th annual convention and trade show. Contact: Charles Isaac, 551 Fifth Ave., MU. 2-2764. | AMER. NAT'L RETAIL JEWELERS ASS'N. | WALDORF-ASTORIA |
| Sunday August 9- August 15 | ANNUAL DENVER MARKET WEEK Over fifty members of the Denver Market Week Association will display Fall and Holiday merchandise in their showrooms at the 33rd Annual Denver Market Week. Contact: Denver Market Week Ass'n., Denver, Colo. | DENVER MARKET WEEK ASS'N. | SHIRLEY SAVOY HOTEL DENVER, COLO. |
| August 10 | MARTIN'S (BROOKLYN) COLLEGE FASHION SHOW AT 10:00 A.M. (See Page 2). | | |
| Tuesday August 11- August 12 9:15 A.M. | PREVIEW OF LEATHER COLORS AND FINISHES Allied Kid Co. will preview Resort-Spring-Summer 1954 leather colors and finishes at a showing for press and shoe stylists, <u>Tuesday, Aug. 11 at 9:15 A.M.</u> For buying office fashion coordinators, fashion publicists, department store fashion coordinators, <u>Tuesday, Aug. 11, at 3:30 P.M.</u> For fabric, hosiery and accessory stylists, <u>Wednesday, Aug. 12 at 9:15 A.M.</u> By invitation only. Contact: Helen Caruso, MU. 6-1623. | ALLIED KID COMPANY | 419 FOURTH AVENUE SHOWROOM-3RD FLOOR |
| August 11 | BEST & CO. "OFF-TO-SCHOOL" FASHION SHOW AT 9:45 A.M. (See Page 2). | | |
| Tuesday August 11 11:00 A.M. | PRESS PREVIEW OF BRIDAL FASHIONS Bridal fashions by Rosette Pennington will be presented to the press. By invitation only. Contact: Ruth English, PL. 9-3737. | ROSETTE PENNINGTON | 20 EAST 56TH STREET SALON - 3RD FLOOR |
| Wednesday August 12 9:30 A.M. Breakfast | DISPLAY AND SHOWING OF RESORT COTTONS Hope Skillman will present her 10th anniversary collection of Resort and Cruise cottons at an informal showing and display for the press. By invitation only. Publ.: Peggy Eichelsdoefer, at Hope Skillman, CH. 4-8109. | HOPE SKILLMAN | 1407 BROADWAY SHOWROOM-29TH FLOOR |
| Wednesday August 12 9:30 A.M. Coffee | PREVIEW OF FASHIONS FOR TALL GIRLS Preview of fashions for tall girls by Lane Bryant. By invitation only. Fashion Director: Paula Miller, LE. 2-0200. | LANE BRYANT | 10TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday August 13 9:30 A.M. Coffee | PRESS PREVIEW: FALL SHOE COLLECTION Presentation to the press of Fall collection of Coward Shoes. By invitation only. Fashion Director: Paula Miller, LE. 2-0200. | COWARD SHOE, INC. | 350 FIFTH AVENUE SHOWROOM |
| Thursday August 13 11:00 A.M. | PRESS PREVIEW: FALL SHOE COLLECTION Preview for the press of Saks Fifth Avenue's Fall shoe collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL. |
| Saturday August 15 | NEW PURSE-SIZE FASHION MAGAZINE Cameo, a new monthly magazine devoted to fashion and feminine interests, will cover popular price fashions, figure problems, beauty, grooming, home furnishing, homemaking, foods, campus, jobs, travel. Editor: Lillian E. Gray. Price: 15¢. Contact: MU. 3-9412. | CAMEO PUBLICATIONS (37 EAST 28TH ST.) | NEWSSTANDS |
| Sunday August 16- August 21 | ALLIED LINENS TRADE SHOW The Allied Linens and Domestic Association, whose members comprise all soft goods fields, will present ideas for creating new business. Contact: Herbert Swann, 420 Lexington Avenue, LE. 2-9525. | ALLIED LINENS & DOMESTICS ASS'N. | HOTEL COMMODORE |
| Sunday August 16- August 21 | WINTER & HOLIDAY SHOWINGS IN DALLAS Dallas Winter and Holiday Market showings, sponsored by the American Fashion Association, the market division of the Dallas Chamber of Commerce. Contact: H. W. Stanley, A.F.A., Dallas, Texas. | AMERICAN FASHION ASSOCIATION | BAKER HOTEL DALLAS, TEXAS |
| August 17 | ALTMAN'S COLLEGE FASHION SHOWS FROM 11:30 A.M. to 2:00 P.M. (See Pg. 2). | | |
| August 18 | MARTIN'S (BROOKLYN) BACK-TO-SCHOOL FASHION SHOW AT 10:00 A.M. (See Pg.2). | | |
| Tuesday August 18 11:00 A.M. | PRESS SHOWING: FALL DRESS COLLECTION Garland Faulkner will present his Fall collection to the press. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562. | GARLAND FAULKNER | 68 EAST 56TH STREET SALON |
| Tuesday August 18 12:30 P.M. | BACK FROM VACATION & COLLEGE FASHIONS Saks 34th will present back-from-vacation and back-to-college fashions. Press invited. Open to public. Publ.: Frances Eisner, LA. 4-7000. | SAKS 34TH STREET | 3RD FLOOR |
| Tuesday August 18 2:00 P.M. | PREVIEW OF RESORT AND SPRING PRINTS The Silk and Rayon Print Institute will present their preview of Resort and Spring prints, with an exhibit at 2:00 P.M. and cocktails 4:00 P.M. - 7:00 P.M. By invitation only. Publicity: Kay Martin, LO. 5-2140. | SILK AND RAYON PRINT INSTITUTE | SAVOY PLAZA HOTEL BALLROOM SUITE |
| Tuesday August 18- August 19 | FORTY-THIRD SEMI- ANNUAL LEATHER SHOW Leather treatments and finishes in new colors for Spring 1954, from about 93 tanning firms, will be on display. <u>Press luncheon Tuesday, August 18 at 12:30 P.M.</u> Publicity: Leif C. Kronen, MU. 6-7950. | TANNERS' COUNCIL OF AMERICA, INC. | WALDORF-ASTORIA GRAND BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| August 19 | KHESGE-NEWARK COLLEGE FASHION SHOW AT 2:30 P.M. (See Page 2). | | |
| Wednesday August 19 5:45 P.M. Cocktails | PRESS PREVIEW: NEW SEVENTH FLOOR Saks Fifth Avenue will have a preview for the press at opening of their new seventh floor. <u>Showing at 6:00 P.M.</u> By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | 7TH FLOOR |
| August 19 | NATIONAL AVIATION DAY (Wednesday). | | |
| August 24 | ALEXANDER'S CAMPUS & CAREER FASHION SHOW AT 10:30 A.M. (See Page 2). | | |
| Tuesday August 25 11:00 A.M. | PRESS PREVIEW OF CUSTOM MILLINERY Presentation of Milgrim's custom millinery at a showing for the press. By invitation only. Publ.: Maud G. Moody, 347 5th Ave., LE. 2-5562. | MILGRIM | 6 WEST 57TH STREET SALON-6TH FLOOR |
| Tuesday August 25 2:30 P.M. | FALL FASHIONS BY KENN BARR OF CASINO Russeks will present Fall fashions by Kenn Barr of Casino. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900. | RUSSEKS FIFTH AVENUE | 7TH FLOOR |
| Wednesday August 26 9:30 A.M. Coffee | PRESS PREVIEW: FALL FASHIONS FOR "CHUBBIES" Presentation to the press by Lane Bryant of Fall fashions for "Chubbies." By invitation only. Fashion Director: Paula Miller, LE. 2-0200. | LANE BRYANT | 10TH FLOOR |
| Wednesday August 26 2:15 P.M. | POOLSIDE PREVIEW OF 1954 SWIMSUITS "SeaMolds" by Flexees poolside preview of the 1954 swimsuit collection. By invitation only. Publicity: Sandra Kahn, MU. 9-2100. | FLEXEES, INC. (417 FIFTH AVE.) | PLACE TO BE ANNOUNCED |

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| Beginning Wednesday Sept. 2 | CRUISE OPENING IN CALIFORNIA Sept. 2: Rose Marie Reid -- Hotel Ambassador, Los Angeles. Sept. 3: Cole of California -- Place to be Announced. Sept. 8: Caltex of California -- Town House, Los Angeles. Sept. 11: Catalina, Inc. Contact individual firms. | FOUR CALIFORNIA SWIMSUIT FIRMS | LOS ANGELES |
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Sept. 7 LABOR DAY (Monday).

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| Tuesday Sept. 8 12:30 P.M. Luncheon | COAT AND SUIT FASHIONS AT LUNCHEON Luncheon showing of coats and suits, designed by Schiaparelli for Harry Frechtel. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Harry Frechtel Contact: Herman Rothman, PE. 6-1310. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | HARRY FRECHTEL (SCHIAPARELLI) | WALDORF-ASTORIA EMPIRE ROOM |
| Tuesday Sept. 8 5:30 P.M. | PREVIEW: CUSTOM ORDER COLLECTION Bergdorf Goodman will present their custom-order collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 4TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Wednesday Sept. 9 10:30 A.M. | PRESS PREVIEW OF HOWARD GREER COLLECTION Jay Thorpe will present the Fall collection by Howard Greer of California. By invitation only. Publicity: Dorothy Coburn, JU. 6-1000. | JAY THORPE | 4TH FLOOR |
| Wednesday Sept. 9 12:00 Noon Luncheon | PRESS PREVIEW OF FALL MILLINERY Chanda will present a preview of his Fall millinery collection to press and buyers. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562. | CHANDA (30 WEST 57TH ST.) | WALDORF-ASTORIA EMPIRE ROOM |
| Wednesday Sept. 9 2:30 P.M. | PRESS PREVIEW: SOPHIE CUSTOM-ORDER COLLECTION Preview for the press of Sophie's Fall custom-order collection. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | 3RD FLOOR SALON MODERNE |
| Sept. 10 | ROSH HASHONAH (Thursday)--First Day of Jewish New Year. | | |
| Thursday Sept. 10 11:00 A.M. | PRESS PREVIEW OF IMPORT COLLECTION Press preview of Bergdorf Goodman's French and Italian import collection of dresses and millinery. By invitation only. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 4TH FLOOR |
| Thursday Sept. 10 1:00 P.M. Luncheon | FASHIONS AT LUNCHEON SHOW Fashion Show by Russeks during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publ.: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | RUSSEKS FIFTH AVENUE | HOTEL PLAZA TERRACE ROOM |
| Sept. 11 | ROSH HASHONAH (Friday)--Second Day of Jewish New Year. | | |
| Friday Sept. 11 12:30 P.M. Luncheon | TATIANA DU PLESSIX CUSTOM MILLINERY SHOW Press showing of Tatiana du Plessix' Fall and Winter custom millinery. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. | SAKS FIFTH AVENUE | SAVOY PLAZA LE CHATEAU-11TH FLOOR |
| Beginning Saturday Sept. 12- Sept. 17 | MARKET WEEK IN MIAMI, FLORIDA Buyers and press will be invited by the Miami Fashion Council to a presentation of Cruise and Resort Wear fashions. Sixty-four member manu- facturers of the Council will show two garments each in the "Miami Fashion Derby". Contact: Mr. Jay E. Kashuk, Executive Director, Miami Fashion Council, Chamber of Commerce Building, Miami 32, Florida. | MIAMI FASHION COUNCIL | RONEY PLAZA HOTEL MIAMI BEACH, FLORIDA |
| Monday Sept. 14 10:30 A.M. | BENDEL ORIGINALS & FRENCH IMPORTS Bendel originals and French imports. By invitation only. Publicity: Frances Anderson, CI. 7-1100. | HENRI BENDEL | 3RD FLOOR |
| Monday Sept. 14 1:00 P.M. Luncheon | FALL FASHIONS AT LUNCHEON SHOW Showing of Zita's Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | ZITA, INC. (755 MADISON AVE.) | HOTEL PLAZA TERRACE ROOM |

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| Monday Sept. 14 4:30 P.M. Cocktails | PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR The Fall custom order and ready-to-wear collection will be presented to the press by Mme. E. Garnett. By invitation only. <u>Showing to customers, Tuesday, Sept. 15 at 2:30 P.M.</u> | ELEANORA GARNETT | 47 EAST 51ST STREET SALON |
| Tuesday Sept. 15 9:30 A.M. Breakfast | PREVIEW OF 1954 SWIMSUIT COLLECTION Jantzen will present a preview of their 1954 swimsuit collection. By invitation only. Publicity: Mr. Dana Blackmar at Jantzen, LO. 4-2820. | JANTZEN KNITTING MILLS (350 FIFTH AVENUE) | HOTEL PIERRE COTILLION ROOM |
| Wednesday Sept. 16 9:00 A.M. | FALL FASHION PREVIEW FOR PRESS Bloomingdale's will preview their Green Room collection of Fall ready-to-wear, including coats, suits and dresses. By invitation only. Publicity: Margaret de Mille, EL. 5-5900, Ext. 695. | BLOOMINGDALE'S | 3RD FLOOR GREEN ROOM |
| Wednesday Sept. 16 11:00 A.M. | PREVIEW: BERNARD NEWMAN'S READY-TO-WEAR COLLECTION Press preview of Bernard Newman's Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 3RD FLOOR |
| Thursday Sept. 17 9:00 A.M. Breakfast | PREVIEW: CALTEX 1954 SWIMSUIT COLLECTION The Caltex of California 1954 swimsuit collection will be introduced to the N.Y. press at breakfast on Thursday, Sept. 17 at 9:00 A.M. By invitation only. Publicity: Sandra Kahn, MU. 9-2100. | CALTEX OF CALIFORNIA | 417 FIFTH AVENUE SHOWROOM |
| Thursday Sept. 17 12:00 Noon Luncheon | IMPORT COLLECTIONS AT LUNCHEON SHOW Fall presentation of import collections. (More details later.) Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA BALLROOM |
| Sept. 19 | YOM KIPPUR - JEWISH DAY OF ATONEMENT (Saturday). | | |
| Monday Sept. 21 1:00 P.M. Luncheon | LUNCHEON FASHION PRESENTATION Gimbels will present a fashion show during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000. Gimbels Publ.: Alan Koehler, LO. 5-1500, Ext. 600. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790. | GIMBELS | HOTEL PLAZA TERRACE ROOM |
| Tuesday Sept. 22 10:30 A.M. Breakfast | PRESS PREVIEW: FASHIONS FOR TALL GIRLS Tall Wear will present a press preview of Fall fashions for tall girls, styled by Sylvia, featuring three tall types. By invitation only. Publicity: Helen Horschler at Frank Best & Co., CI. 7-6760. | TALL WEAR BY SYLVIA (13 EAST 47TH ST.) | HOTEL ROOSEVELT |

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| Beginning Monday October 5 | RESORT-SPRING LINES BY SPORTSWEAR GUILD The members of the Sportswear Guild will introduce their Resort-Spring lines during the week beginning Monday, Oct. 5. Members include: Adler & Adler, Inc.; Davidow; David M. Goodstein, Inc.; Kane-Weill; Zoltan Rosenberg Co.; Sport-Craft, Inc.; Star-Maid Dresses, Inc. Contact individual manufacturers. | THE SPORTSWEAR GUILD | MANUFACTURERS' SHOWROOMS |
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MOVIES...MUSIC...THEATRE...BALLET

Week Of July 27 SIXTH & FINAL WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH & AMSTERDAM
Mon., July 27: Ballet Night; Slavenska, Franklin with Danilova.
Tues., July 28: Thomas Schippers, cond.; Dvorak's New World Symphony.
Wed., July 29: Grand Concerto Program; Piatigorsky & Isaac Stern.
Thurs., July 30: All-Menotti Program; Eileen Farrell & Tossy Spivakovsky.
Sat. Aug. 1: Rogers & Hammerstein Night; Dickey, Turner, Hayward & Weede.
 Price: 30¢ to \$1.20. Publicity: Miss Alix B. Williamson, CI. 6-4462.

Wednesday July 29 (Tentative) PREMIERE: "DREAM WIFE" (Movie) RIVOLI THEATRE, BROADWAY & 50TH ST.
 MGM production about a Washington business man who goes to the Near East.
 Starring: Cary Grant, Deborah Kerr, Walter Pidgeon and Betta St. John.
 Producer: Dore Schary. Director: Sidney Sheldon. Women's costumes: Helen Rose. Men's costumes: Herschel McCoy. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.

Wednesday August 5 PREMIERE: "FROM HERE TO ETERNITY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
 Columbia Pictures will present the film version of James Jones' best seller about the bombing of Pearl Harbor. Starring: Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra and Donna Reed. Producer: Buddy Adler. Director: Fred Zinnemann. Costumes: Jean Louis. Capitol Publicity: Paula Gould, JU. 2-2000. Columbia Pictures Publicity: Hortense Schorr, CI. 5-5000.

Tuesday Sept. 8 OPENING: "ANNA RUSSELL AND HER LITTLE SHOW" VANDERBILT THEA., 148 W. 48 ST.
 Eastman Boomer and Arthur Klein will present Anna Russell and her revue with Joseph Scandur, Jean-Louis Destine and his Haitian dance troupe, Paul Duke, Arthur Barnett with duo-pianists, Ash Lock and Harris. Director: Arthur Klein. Publicity: Joe Heidt, MU. 3-0760.

Beginning Sunday Sept. 13 OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY AT 39 ST.
 S. Hurok will present the Sadler's Wells Ballet for four weeks only.
Sunday, Sept. 13: Swan Lake. Tuesday, Sept. 15: Swan Lake. Wednesday, Sept. 16: The Sleeping Beauty. Thursday, Sept. 17: The Sleeping Beauty. Friday, Sept. 18: The Shadow (Premiere), Homage (Premiere), Les Patineurs. Saturday, Sept. 19, Mat. & Eve.: Swan Lake. Sunday, Sept. 20, Mat. & Eve.: Swan Lake. Tickets: \$1.20 - \$6.00. Contact: Michael Sweeley at Hurok Attractions, Inc., 711 Fifth Ave., PL. 9-6000.

Wednesday Sept. 30 OPENING: "TEA AND SYMPATHY" ETHEL BARRYMORE THEA., 243 W. 47TH ST.
 Playwrights' Company, in association with Mary K. Frank, will present Robert Anderson's new play starring Deborah Kerr with Leif Erikson and John Kerr. Director: Elia Kazan. Sets: Jo Mielziner. Costumes: Anna Hill Johnstone. Publicity: William Fields, CI. 5-7930.

Thursday Oct. 15 OPENING: "TEAHOUSE OF THE AUGUST MOON" MARTIN BECK THEA., 302 W. 45TH ST.
 Maurice Evans and George Schaeffer will present the John Patrick comedy, based on the novel by Vern Sneider, about Okinawa during the war. Starring: David Wayne and John Forsythe. Director: Robert Lewis. Publicity: Sol Jacobson, CH. 4-1482.

Wednesday Nov. 4 OPENING: "KIND SIR" ALVIN THEATRE, 250 WEST 52ND ST.
 Joshua Logan will present and direct the Norman Krasna comedy starring Mary Martin and Charles Boyer, with Dorothy Stickney, Margalo Gilmore, Frank Conroy, Robert Ross. Scenery: Jo Mielziner. Costumes: Mainbocher. Publicity: Leo Freedman, CH. 4-7250.